

Wet Tribe

M A N I F E S T O

(a published verbal declaration of our mission, intentions, and motives)

Water covers two-thirds of the Earth, which should have been named 'Ocean.'

There is something sacred about the ocean; we have roughly the same percentage of salt and water in our bodies as the sea. It is in the sweat of our efforts, and the tears of our disappointments.

Plastics used and disposed of daily are rarely recovered - currently less than 9% of the plastics produced are recycled - it is often shipped to other countries, where it can be rejected or mismanaged.

What happens to the rest? It is dumped in toxic landfills or burned, the remainder ends up discarded in the environment; where it washes into storm drains, rivers, and ultimately out to sea.

Wet Tribe clothing conforms to our strongly held beliefs of protecting our ocean. Made from bamboo and hemp, they are organic and microplastic-free. There is nothing imitation or false about it, from manufacturing and design, to the wearers themselves.

All our products are sustainable, or made from the very ocean plastic we recover, with a portion of the proceeds going to raise awareness, change behavior, and turn the tide on pollution, in a transformative movement to save the planet, and ourselves.

The climate crisis, ocean acidification, oil and plastic pollution, mangrove loss, and coral bleaching, have intersectionality. It is past time to start connecting the issues, so we are focusing action within the environmental community to solve the problems together.

We are surfers, sailors, divers, scientists, and activists on a hero's journey to save our ocean planet. We recover ocean plastic, restore blue carbon, like mangrove forests, to mitigate ocean acidification, and save coral reefs.

A social division within society, linked by a common purpose, culture, and dialect, is defined as a tribe. 'We are not strangers separated by countries; we are a tribe connected by ocean.'

We are Wet Tribe, we are 'tide to the ocean'...and we are rising!